

DIRECTOR/PDMR SHAREHOLDING

1 August 2025

The Sage Group plc. ("**Sage**")

#### Notification of Transactions by Persons Discharging Managerial Responsibilities

This notification relates to transactions notified in accordance with Article 19(3) of the UK Market Abuse Regulation.

Sage announces that on 1 August 2025, Aaron Harris and Walid Abu-Hadba, each, a person discharging managerial responsibilities for Sage, acquired rights to purchase ordinary shares of 1<sup>4/77</sup> pence each in Sage ("Ordinary Shares") under the Sage Colleague Share Purchase Plan (the "CSPP"). The CSPP is an all-employee share plan operated for Sage's US employees. The share purchase will occur, subject to and in accordance with the CSPP rules, at the end of a 6-month offering period, on 1 February 2026.

In accordance with the CSPP rules, the purchase price per Ordinary Share will be the lesser of 85% of the fair market value of an Ordinary Share as at (i) the award date, being 1 August 2025 and (ii) the purchase date, being 1 February 2026. Aaron Harris and Walid Abu-Hadba have elected to contribute USD 1,000 per month. These contributions will be converted from USD to GBP using the prevailing exchange rate at the time of purchase.

|          |   |   |  |          |           |     |     |
|----------|---|---|--|----------|-----------|-----|-----|
| 1        | Details of the person discharging managerial responsibilities / person closely associated   |   |  |          |           |     |     |
| a)       | Name  | Aaron Harris  |  |          |           |     |     |
| 2        | Reason for the notification   |   |  |          |           |     |     |
| a)       | Position/status   | Chief Technology Officer  |  |          |           |     |     |
| b)       | Initial notification /Amendment   | Initial notification  |  |          |           |     |     |
| 3        | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |   |  |          |           |     |     |
| a)       | Name  | The Sage Group plc.   |  |          |           |     |     |
| b)       | LEI   | 2138005RN5XYLTF8G138  |  |          |           |     |     |
| 4        | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |   |  |          |           |     |     |
| a)       | Description of the financial instrument, type of instrument<br><br>Identification code  | Ordinary Shares<br><br>ISIN: GB00B8C3BL03   |  |          |           |     |     |
| b)       | Nature of the transaction   | Acquisition of right to purchase Ordinary Shares at the end of a six-month offering period ending on 1 February 2026, at a purchase price to be determined on that date, in accordance with the CSPP rules. |  |          |           |     |     |
| c)       | Price(s) and volume(s)  | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>Nil</td></tr></table>  |  | Price(s) | Volume(s) | Nil | Nil |
| Price(s) | Volume(s)   |   |  |          |           |     |     |
| Nil      | Nil   |   |  |          |           |     |     |

|    |  |                          |
|----|--|--------------------------|
| d) | Aggregated information<br>- Aggregated volume<br>- Price | N/A - single transaction |
| e) | Date of the transaction                                  | 1 August 2025            |
| f) | Place of the transaction                                 | Outside a trading venue  |

|          |  |   |          |           |     |     |
|----------|--|---|----------|-----------|-----|-----|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |   |          |           |     |     |
| a)       | Name   | Walid Abu-Hadba   |          |           |     |     |
| <b>2</b> | <b>Reason for the notification</b>   |   |          |           |     |     |
| a)       | Position/status  | Chief Product Officer   |          |           |     |     |
| b)       | Initial notification /Amendment  | Initial notification  |          |           |     |     |
| <b>3</b> | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>   |   |          |           |     |     |
| a)       | Name   | The Sage Group plc.   |          |           |     |     |
| b)       | LEI  | 2138005RN5XYLTF8G138  |          |           |     |     |
| <b>4</b> | <b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b> |   |          |           |     |     |
| a)       | Description of the financial instrument, type of instrument<br><br>Identification code   | Ordinary Shares<br><br>ISIN: GB00B8C3BL03   |          |           |     |     |
| b)       | Nature of the transaction  | Acquisition of right to purchase Ordinary Shares at the end of a six-month offering period ending on 1 February 2026, at a purchase price to be determined on that date, in accordance with the CSPP rules. |          |           |     |     |
| c)       | Price(s) and volume(s)   | <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>Nil</td> <td>Nil</td> </tr> </table>  | Price(s) | Volume(s) | Nil | Nil |
| Price(s) | Volume(s)  |   |          |           |     |     |
| Nil      | Nil  |   |          |           |     |     |
| d)       | Aggregated information<br>- Aggregated volume<br>- Price   | N/A - single transaction  |          |           |     |     |
| e)       | Date of the transaction  | 1 August 2025   |          |           |     |     |
| f)       | Place of the transaction   | Outside a trading venue   |          |           |     |     |

|                              |                     |
|------------------------------|---------------------|
| Name of contact:             | Mohor Roy           |
| Telephone number of contact: | +44(0) 203 810 7200 |

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